

Bleach in the US

February 2024

Table of Contents

Bleach in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes contribute to value growth, offsetting weak demand for bleach
Consumer preference for alternative cleaners contributes to volume declines
Design changes reduce packaging with more concentrated formulations

PROSPECTS AND OPPORTUNITIES

Further decline in demand over forecast period, as consumers opt for less harsh alternatives
Bleach retains key disinfecting function in household cleaning, preventing obsolescence
Occasion-based cleaning may contribute to lower sales over forecast period

CATEGORY DATA

Table 1 - Sales of Bleach: Value 2018-2023
Table 2 - Sales of Bleach: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Bleach: % Value 2019-2023
Table 4 - LBN Brand Shares of Bleach: % Value 2020-2023
Table 5 - Forecast Sales of Bleach: Value 2023-2028
Table 6 - Forecast Sales of Bleach: % Value Growth 2023-2028

Home Care in the US - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 7 - Households 2018-2023

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023
Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 10 - NBO Company Shares of Home Care: % Value 2019-2023
Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 13 - Distribution of Home Care by Format: % Value 2018-2023
Table 14 - Distribution of Home Care by Format and Category: % Value 2023
Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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